

Overseas Press Club Bulletin

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Dateline '83 Off The Presses

Meeting its deadline established years ago — the evening of the Annual Awards Dinner — Dateline 83 is off the presses and is being mailed to the membership.

This year's book of 64 pages, of which twenty-seven and one half are advertising, plus three four-color covers, was edited by **Murray Schumach**, formerly of *The New York Times*, and art and production was supervised by member **Pierre De Lange Cooley**, Art Director of Circulation for *The New York Times*.

Publisher **Henry Gellermann**, a former OPC President, reports a gross revenue in excess of \$40,000, of which a very substantial amount will go into the Club Treasury.

Up-and-Coming

Thursday, May 12, 5:30 p.m. — Members Forum. *An Evening With Ben Lucien Burman*. President's Room. Members, no charge. Guests, \$3. Cash bar. See story.

Wednesday, May 18, 5 - 8 p.m. — GERMAN WINE TASTING. Goethe Haus, 1014 Fifth Avenue (between 82nd & 83rd). Members, \$5, Guests, \$6.50. See story.

Tuesday, June 7, 5:30 p.m. — THE PHOTOGRAPHER & THE EDITOR: *What was shot - what was used and why*. Bogart Room. Members, no charge. Guests, \$3. Cash bar. See story.

Monday, June 13, 12 noon — HEADLINER LUNCHEON WITH CYRUS VANCE. The former Secretary of State will discuss his soon-to-be-released book, "Hard Choices: Four Critical Years in American Foreign Policy." Reservations now being accepted. Members, \$16. Guests, \$18. Cash bar.

Wednesday, June 15, 5:30 p.m. — COGNAC SALUTE TO SUMMER. A tasting of five of Martels premium cognacs. Details and price in the next Bulletin.

CBS News President Tells It 'Like It Will Be'



Sauter speaks



Krinsky, Sauter and Diamant

Van Gordon Sauter, CBS News president, discusses the future outlook for television news; before mounting the podium, he listens as **George Krinsky**, program co-chairman, tells **Anita Diamant**, OPC president, how he'll introduce Sauter.

Discussing "Where is TV News Going?", Van Gordon Sauter, CBS News president, made these predictions before a capacity OPC luncheon audience April 4:

- One-hour nightly commercial network news may arrive eventually - if PBS' new one-hour fall program succeeds.

- More "front page" air time will bring additional details and analysis of major spot news stories rather than "back of the book" cultural and sociological information.

- Television news will become less a headline service and more a portrayal of events being experienced.

- A major print-oriented news organization may develop a new national television news and informational service.

- In the 1990s, large home screens will significantly boost the impact of visual news.

Here is a digest of Sauter's incisive philosophy and predictions about electronic journalism.

In effect, I function as editor and publisher.

Being editor is fun — the unpredictability and excitement of daily events, the joy of mounting broadcasts, and fierce competition between the three television networks. The anguish is being the wretched publisher, excessive

budget problems, employee relations, compensation difficulties, contract negotiations, libel suits, press relations, advertising campaigns, and
(Continued on page 2)

TIME Sweeps 1982 OPC Awards

While coverage of the Beirut massacre dominated winning coverage at the 1982 Annual Overseas Press Club Awards ceremony, *Time Magazine* dominated the winner's circle nailing down three top awards and a citation. Not to be totally eclipsed, *Newsweek* rang up one top award, three citations and an honorable mention.

The Hal Boyle Award for the best daily newspaper or wire service reporting from abroad went to **Walter Wisniewski** and **Jack Redden** of UPI for their coverage in Beirut.

Presented by ex-CBS newsman and now Dean of Boston University's School of Public Communication **Bernard Redmont** at a Gala Waldorf Astoria Banquet, the awards were the highlight of evening festivities.

Dr. Armand Hammer, board chairman and chief executive officer of Occidental Petroleum Corp., was the featured speaker.

For the list of winners see page 2.

OPC AWARDS HONOR ENTERPRISE AND COURAGE

The Hall Boyle Award for best daily newspaper or wire service reporting from abroad: **Walter Wisniewski** and **Jack Redden**, UPI, for "Massacre in Beirut."

Citations to **Ursula Obst** of *Philadelphia Daily News* for "Inside Poland," and **Joseph Pulitzer IV** of the *St. Louis Post-Dispatch* for "Africa's Refugees."

The Bob Considine Award, presented by King Features Syndicate (\$1,000) for best daily newspaper or wire service interpretation of foreign affairs: **Joseph Kingsbury Smith** of Hearst Newspapers for "Exclusive Interview with Yuri Andropov."

Citations to **Wilbur G. Landrey** of the *St. Petersburg Times* for "Bringing Foreign News Home," and **Dusko Doder** of the *Washington Post* for "Articles on the Soviet Union."

Robert Capa Gold Medal, presented by *Life Magazine* for best photographic reporting from abroad requiring exceptional courage and enterprise: **Harry Mattison** of *Time Magazine* for "El Salvador."

Citation to **Robin Moyer** of *Time Magazine* for "Beirut."

Best Photographic Reporting from Abroad: A) For Magazine and Books: **The Oliver Rebbot Award**, presented by *Newsweek* (\$500): **Bill Pierce** of *Time Magazine* for untitled photographs (3 stories). B) For newspapers and wire services: **Eli Reed** of the *San Francisco Examiner* for photographs of Central America.

Citations to **Harry Benson** of *Life Magazine* for "Israel Clamps Down," "Poland," and "In Germany: A defiant Generation," **David C. Turnley** of the *Detroit Free Press* for "The Palestinians: A people scattered by war," and **Rina Castelnovo** of the Associated Press for "Israeli Soldiers in Action."

The Ben Grauer Award for best radio spot news from abroad: **Walter Wisniewski** of UPI Audio for his spot news on the massacre in Beirut.

Citation to **Robert Fox**, **Frederick J. Kennedy**, **Cameron Swayze**, **Philip Till** and **Alan Walden** of NBC News for "Falklands Coverage."

The Lowell Thomas Award for best radio interpretation of foreign affairs: **ABC News Radio** for "The Falkland Islands — Perspective."

Citation to **Peter Jennings** of ABC News for "Peter Jennings' Journal - Beirut."

Best TV Spot News Reporting from Abroad: **CBS Evening News with Dan Rather** — **Bob Faw**, **Don Kladstrup**, **Doug Tunnell** and **Tom Fenton**, correspondents; **Howard Stringer**,

executive producer; **Dan Rather**, managing editor. For "Middle East Coverage."

Edward R. Murrow Award for best TV interpretation or documentary on foreign affairs: **Anthony Potter** and **Marvin Kalb** of NBC-TV White Paper, "The Man Who Shot the Pope: A study in Terrorism."

Citation to **David Fanning**, executive producer and **Ofra Bikel**, producer, director and writer of *WGBH-TV World* for "The Killing of Sadat: Why Was Cairo Calm?"

The Mary Hemingway Award for best magazine reporting from abroad: *Newsweek* for "Mideast Coverage."

Citations to **Elaine Sciolino** of *Newsweek* for "Inside the New Iran," **Michael Kramer** of *New York Magazine* for "A Quagmire Close to Home," **John Brecher** of *Newsweek* for "A Secret War in Nicaragua," and **Bob Levin** of *Newsweek* for "France's Time of Terror."

The Hallie and Whit Burnett Award (\$500) for best magazine story on foreign affairs: *Time Magazine* for "After Brezhnev."

Citations to **Murray Sayle** of *Harper's Magazine* for "The Yellow Peril and the Red-Haired Devils" and **Ronald Steel** of *Harper's Magazine* for "Ending the American Protectorate in Europe."

Best Cartoon on Foreign Affairs presented by *New York Daily News* (\$150): **Richard Locher** of the *Chicago Tribune* for his editorial cartoons.

Citations to **H. Clay Bennett** of the *St. Petersburg Times*, **Milt Prigee** of the *Journal Herald*, and **Frank Evers** of the *New York Daily News* — all for editorial cartoons.

The International Herald Tribune Award (\$500) for best business news reporting from abroad: **Larry Gurwin** of the *International Investor* for "Death of a Banker."

Citation to **Jeffery Robinson** of *Barron's* for articles on Lloyds of London.

The Cornelius Ryan Award for best book on foreign affairs: **Fox Butterfield** for "China: Alive in the Bitter Sea," *Times Books*.

The Madeline Dane Ross Award (\$500) for international reporting in any medium which demonstrates concern for humanity: **Walt Bogdanich**, **Joe Frolik** and **Christopher Jensen** of *The Plain Dealer* for "In the Name of Charity."

Citation to **Anne Keegan** of the *Chicago Tribune* for "Staying Behind."

Special Mention: **William Broyles, Jr.** of *Newsweek* for "Remembering a War We Want to Forget."

CBS NEWS PRESIDENT

(Continued from page 1)

a new technology that is growing larger and more expensive.

Television news within our industry structure is susceptible to change through this decade. Network news organizations provide responsible, fair, and accurate news services. If the bond between the network and its stations is sustained, the three news organizations will continue their present roles.

If, however, the network affiliation bond is broken, or significantly dim-

inished, then other news organizations will be created or expanded to broaden the competition. At this stage, the two cable news organizations are neither a journalistic nor audience generating force.

A new development I think will see between now and the end of the decade new relationships between the network news organizations and foreign broadcasters to share and sell news, particularly in Europe. Commercial broadcasting will become a significant force in Europe, later in Asia. A confederation between

American, European and Asian broadcasters will help alleviate a growing problem for the television networks, the soaring cost of international news-gathering.

Year to year cost increases have far exceeded revenue increases. The cost pressure comes in four areas. One is technology: with electronic cameras and satellites, we have developed an audience expectation to see news wherever it takes place. If an earthquake in Columbia demolishes a remote city, there is the expectation that pictures will be available on television.

New Applications

ACTIVE OVERSEAS

Miriam Murphy; Reporter, Life Magazine
Sponsors: *Wilton Wyn, Walter Galling*

ASSOCIATE RESIDENT

Samuel D. Shrut; self employed writer
Sponsors: *Dwight E. Sargent, Charles Brophy*
George F. Sweeney; president, George F. Sweeney & Co.
Sponsors: *Sol Zatt, Harry C. Levin*

ASSOCIATE NONRESIDENTS

Brian G. Wells; freelance correspondent
Sponsors: *George A. Krinsky, Henry Gellermann*
Deloris Wood; Exec. Ed., Lost Generation Journal
Sponsors: *Tom Wood, Ben Greenwald*

AFFILIATE

Rosemary Ravinal; Mgr., Intl. Public Relations, Avon Products Inc.
Sponsors: *Ben Greenwald, Hester Hensell*

New Members

ACTIVE RESIDENTS

Marcia Gauger
Eliot Janeway
Gerald M. Walker

ACTIVE NONRESIDENTS

William Hodding Carter III
Patricia G. Towle

ASSOCIATE RESIDENTS

Katherine Carpenter
Donald C. Deaton
Tad Thompson

Overseas Ticker

TEL AVIV — Dr. Francis Ofner, correspondent for the *Christian Science Monitor* and the Springer newspaper chain of Germany, received the German Federal Republic's Cross of Merit by its Ambassador to Israel. The award was bestowed in recognition of Ofner's many years of efforts in promoting German-Israeli understanding. Dr. Ofner also lectured on news media at the Tel Aviv University and also worked in the Israeli

The second cost factor is talent. There is a very shallow talent pool for network television; the law of supply and demand prevails, and the cost of talent soars.

Then there is the growing importance of foreign news. Last year there were Poland, El Salvador, the Falklands, the Near East. CBS News spent \$3,000,000 to cover the Falklands story.

Finally, there is the competition. Until a few years ago, we had a two and a half network economy, but ABC, through management skill,



Rome Associated Press Chief of Bureau **Dennis Redmont**, president of Italy's Foreign Press Association, presents Italian President Sandro Pertini with the copy of the club's membership during ceremonies at the association marking the 70th anniversary of the club, and completion of renovations at the Press Club's headquarters. Ceremony was held Feb. 24.

The Associazione Stampa Estera

diplomatic service. He was one of the founders of the Foreign Press Association and its first chairman in 1957. Gideon Berli, who represents DPA (German Press Agency) and is the current FPA head, was the recipient of the same award last year by Ambassador Hanson. — **Max Gendel**

SEOUL — South Korean president Chun Doo-Hwan's bold proposal for a Pacific summit meeting is a critical step in the evolution of a Pacific regional community, so acclaimed by renowned American columnist Jack Anderson in the *Kyunghyang Daily News*.

"It ensures Korea a creative and constructive role in shaping the

was founded on Valentine's day in 1912, when a group of 14 correspondents met in the back room of Cafe Faraglia, and later were allowed to work in the back of the telegraph office by the King of Italy. Today, the club gathers 550 members from over 50 countries.

The Overseas Press Club maintains exchange privileges with Rome's Stampa Estera.

growing interdependence of the region," Anderson said. "Chun has enjoyed considerable diplomatic success with the Asian nations, whose involvement in regionalism would guarantee its success."

Anderson noted that U.S. policy in the Pacific basin has been far from clear although the U.S. national interest would be substantially advanced by regional cooperation. Strong U.S. support for Chun is still lacking. So Chun is correct in pursuing his Pacific initiative alone. Backing him up are his considerable diplomatic accomplishments, the robustness of the Korean economy, and the powerful historical forces weaving the Pacific countries together. — **Young Sick, Kim**

money for talent, skilled promotion, and air time, particularly night time, created a strong, effective and publicly accepted news organization.

The greatest threat to editorial effectiveness and integrity is red ink. All three network news organizations are fortunate that their corporate managements have left journalism to the journalists. That is the case today, and will be the case in the future. What is changing is that the journalists must also manage large complex businesses.

— **Howard L. Kany**



OPC BULLETIN

Published throughout the year by the Overseas Press Club of America, Inc. Airmailed to members overseas, mailed 1st class to others.

Irvin S. Taubkin, Editor; Helen Alpert, Rosalind Moore, Rosalind Massow, Charles J. Schreiber, Lawrence Stessin, Associate Editors.

Who, What, Where

By Rosalind Massow

NEW EDITOR SEEKS STRINGERS . . . The *Washington Times*' newly-appointed foreign editor, Edward Neilan, is looking for stringers in far off places. Interested writers located in some newsworthy boondock should contact Neilan at the Washington Times, 3600 New York Ave., N.E., Washington, D.C. 20002

CORPORATE COMMUNICATORS . . . Two members, one in Maryland, the other in New York, were named vice presidents of corporate communications for a couple of giants. **Jerry Sherman** was elected to the post at Gulf and Western and will oversee the corporation's public relations, advertising and related communication functions. In Germantown, Maryland, **John E. Heaney** was elected to the same kind of position at Fairchild Industries. He was formerly at Conoco. Heaney started his career as a reporter for newspapers in Memphis, Tulsa and with UPI. Sherman got his training as reporter, editor and foreign correspondent for the *New York Journal of Commerce*.

RE-ELECTED TO COMMISSION . . . **Louis Weintraub**, long involved with New York's political scene, has been re-elected Vice Chairman of the Citizens Budget Commission. It's a non-partisan civic group concerned with the city's finances. When he's not doing "pro bono" work, Weintraub is president of Weintraub and FitzSimons, Inc., Public Relations.

FACULTY MEMBERS . . . Pace University's program for career advancement in public relations has at least two of our members teaching seminars — **Edward J. Bernays** and **Martin Gershen**.

POLISHING AN IMAGE . . . How a multi-national corporation restores the public's faith in its product after a calamity was detailed in the March 7th issue of *PR News*, edited and founded by member **Denny Griswold**. The company in question was Johnson & Johnson and the case history of its strategy makes very interesting reading.

AT A NUCLEAR DRILL at the Con Edison plant, Indian Point, N.Y., March 7 - 10, **Harry Rand** represented the Federal Emergency Management Agency (FEMA) as a PIO observer. The drill involved Westchester, Putnam, Rockland and Orange counties. 2000 persons were participating.

ENCOUNTERS WITH ELEPHANTS

Ben is back! Ben Lucien Burman, that is. Back from India. From encounters with elephants, some harrowing. From a celebration of his 86th birthday staged at the incredibly posh Bombay Club by local members of the Benevolent and Protective Order of Catfish Bend. (Ben's books are of course translated into Tamil as well as into most other languages on this planet.)

At a Member's Forum on Thursday May 12 from 5:30-7 p.m., Ben will be regaling his OPC friends with rollicking elephant tales — and also, an added attraction, stories behind the story of his confluence with the Amazon. Elephants are rather larger than the creatures the world associates with Ben — D. Raccoon and J.C. Fox of Catfish Bend. And the Amazon flows through flora and fauna wildly different from that of Ben's own Mississippi. But there's not a place on earth that doesn't hold stories for Ben.

So come and hear the latest ones.

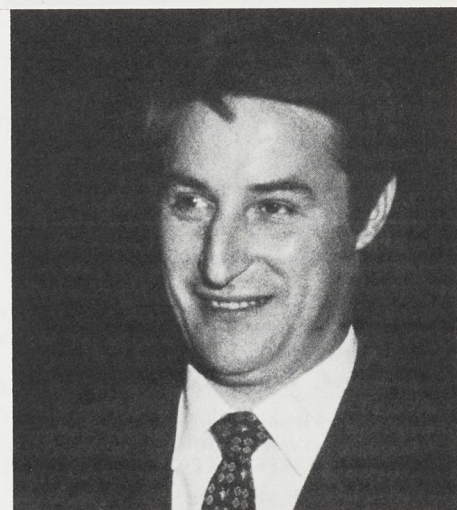
— **Ruth Biemiller**

PHOTOGRAPHER AND EDITOR:

What was shot - what was used and why

Two photo editors of major magazines, Arnold Drapkin of *Time* and Caroline Despard of *Smithsonian*, will spearhead the photo journalism program on Tuesday, June 7th at 5:30 p.m. Joining them will be two photographers who worked on assignment for their magazines on specific stories. The photographer will show the edited "take" of his story coverage and the editor will take over and show what was ultimately used in layout. A lively discussion is expected as to how the

GERMAN WINE TASTING AT GOETHE HAUS



Count Erwein Matuschka-Greiffenclau, proprietor of a famous Rhineland estate and head of the Association of German Wine Estates will be host-lecturer at German Wine Tasting event in Goethe Haus, 1014 Fifth Avenue (between 82nd and 83rd) Wednesday, May 18, 5-8 p.m., arranged by OPC members **Robert Misch** and **Alan Olson**.

Club members and friends will be welcome. Members \$5, guests \$6.50. Reservations required. Call 679-9650. Please send checks in advance.

Among the wines featured at the tasting will be some from Count Matuschka's own estate. Also represented will be wineries of the Rheingau, Rheinhessen, Rheinpfalz, Mosel-Saar-Ruwer and Baden regions.

choices were arrived at. While no blood is expected to flow there could be some sparks.

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